

--Internet Marketing and Global Business, MKT 9764--

Fall 2007 Course Structure and Calendar

Chris Gadomski

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Course Structure: Part 1-Introduction To The Web and Global Business

Week 1. August 28, 30th— Course Intro, Class Rules, Class Objectives. Introduction and discussion of semester project. Introduction to the Litany: Build Traffic, Monetize Traffic, Create Stickiness. The Difference between Tactics and Strategy. Review of other websites, Launching the Group Projects. Assignments: *The World is Flat*, by Tom Friedman, Chapters One and Two. **Hand-in Personal Sheet.**

Week 2. Sept 4-6th—The first step, looking at the EKG, a primer on website statistics. How healthy is your website? Planning an Internet Marketing Strategy: Comprehending goals; crystallizing a website's purpose; where's the cash? Show me/tell me your e-business niche; why are you the best? Show me that you are, define your goals. Form Groups, Meet to discuss group projects. Assignments: *The World is Flat*, by Tom Friedman, Chapters 3-10. *Digital Outlook Review 07 (DOR07): Five Things Every Executive Should Know About Digital in 2007, A Look Back at 2006, Digital Buzz*

Course Structure: Part 2-Global Business Strategy and How It Applies To The Web

Week 3. Sept 11-13th —(No class on Thursday, September 13th) Discussion of *The World Is Flat*, A primer on blue ocean strategies; why is it so important for the web? Assignment: *The World is Flat*, Chapters 11-13. **Please hand in a one-page abstract of group project with team members clearly identified.**

Week 4. Sept 18-20th —(No class on Tuesday, September 18th. Friday Schedule) Swimming in a red ocean on the internet. Where is the blue ocean? How do I get there? Thinking about content...is it a viable strategy for building web traffic and your

business. Monetizing traffic, creating stickiness. Buying a tennis racquet online.

Assignment: *Blue Ocean Strategy*, Chapters 1-6

http://www.webdevelopersjournal.com/articles/site_promotion/sticky_viral_site.html;

<http://publisher.yahoo.com/>

Week 5. Sept 25-27th —Applying strategies for web site marketing. SEO, linking strategies, developing content, paid advertising. SEO results, comparing number 100,000 with No. 1. Strategies for ranking first. Understanding what Google is all about

Assignments: Due Tuesday September 25th: Selling tennis racquets, one page paper on content strategy for traffic building.

HBS: Google Case, Be prepared to discuss this case in class.

Course Structure: Part 3-Global Business Tactics For The Web

Week 6. Oct. 2-4th —Usability and Pay Per Click Advertising. Google Ad Sense. The importance of being best of breed. Developing proper landing pages, the importance of design. Business.com—top five search marketing opportunities for 2007.

Assignment: Group project September usage statistics due. Please include a one-page web site problem definition outline. Identify goals of the website and summarize your strategy and tactics for achieving them.

Pay-Per-Click Search Engine Marketing, Chapters 1-6

DOR07-Search, Measurement, Op-Ed

HBS: How Media Choices are Changing Online

See also: <http://www.payperclickuniverse.com/?mordcomm>

Week 7. Oct. 9-11th—Pay-Per-Click Continued, Yield Management On The Web.

Why yield management makes a difference. Who is good at it. Where it works, where it doesn't. Exploring examples of yield management practices on the web.

Assignment: Pay-Per-Click Search Engine Marketing, Chapters 7-12

HBS Case: Unleashing the power of Yield Management on the net.

Week 8. Oct. 16-18th—**Email marketing.** Why it still works, best practices, the issues of privacy.

Assignment: *The Long Tail*, Chapters 1-7

Blue Ocean Strategy, Chapter 7-9

DOR07-Five Questions

See also: http://www.clickz.com/showPage.html?page=experts/em_mkt/opt

Week 9. Oct. 23-25th — Review of topics, prep for midterm test.

Assignment: The midterm test will be a take home online exam that will be scheduled for October 25th. As it will be online, there will be no formal class. Instead, access the midterm online, and hand-in three page paper at the start of class on October 30th. Also submit via the digital dropbox.

Week 10. Oct. 30-Nov 1st – What about blogging? Too late to jump on the bandwagon? How effective can this be for Internet marketing? Is the long tail real?

Assignment: *The Long Tail*, Chapters 8-14

See also: New York Magazine Article: *Blogs to Riches The haves and Have-Nots of the Blogging Boom*, by Clive Thompson.

<http://nymag.com/news/media/15967/>

WSJ Article: *How to Get Attention In a New-Media World, The rules of the publicity game are changing. Here are ways to claim the spotlight for your business.* by Gwendolyn Bounds, September 25, 2006; Page R1

Course Structure: Part 4-Okay, Let's Go Global

Week 11. Nov. 6-8th —Going global part 1. Looking overseas, Internet Marketing and Global business. Web globalization strategies, it is much more than just translating copy? Navigating the multilingual internet, are you ready to go global? What works, what doesn't and why?

Assignment: Group project October statistics due. Please also submit an executive summary describing what you have learned to date from your web-management experience. What seems to be working, what is not, what changes will you make for the month of November?

HBS Cases: China Internet and Search Market

Week 12. Nov. 13-15th —Going global part II. A look at Dell in China, Lenovo's response.

Comparing Dell's online model to Lenovo's strategy.

Assignment: Please identify several sites that reflect various globalization strategies of major corporations. I will call random students to present web sites that they have identified to discuss in class.

HBS Cases: Dell Selling Direct, Lenovo: Countering the Dell Challenge

Course Structure: Part 5-Putting it all together, Looking Ahead Beyond 2.0

Week 13. Nov. 20th (No class on November 22nd, Thanksgiving—Enjoy the DAY)

Thinking about the Long Tail and Blue Ocean Strategy: What are the short- and long-term implications for Internet Marketing and Global Business?

Assignment: *The Long Tail*, Chapters 8-14

Pay-Per-Click, Chapters 13-14

Week 14. Nov. 27-29th—A different approach going forward—Viral Marketing, What about Second Life? Working RSS into the marketing mix. What about Mobile Marketing?

Class Presentations

See: <http://my.yahoo.com/s/about/rss/index.html>

Week 15. Dec. 4-6th —Wrap up/Review discussion/Class Presentations

Week 16. Dec. 11-13th —Last class on the 11th, Wrap up/Review discussion/Class Presentations
Reading day on the 13th

Week 17. Dec. 17th-21st —Final Exams

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